

## REDUCING CARDIOVASCULAR DISEASE THROUGH SALT REDUCTION

**Eating too much salt increases blood pressure and the risk for cardiovascular disease.**

Globally, nearly 2 million people die each year from heart attacks and strokes caused by excess salt consumption.

Four out of five of these deaths occur in low- and middle-income countries, and nearly half are among people in the prime of their lives<sup>1</sup>.



**The Resolve to Save Lives approach to salt reduction is based on the World Health Organization's SHAKE Technical Package<sup>2</sup> and includes:**



### Surveillance

#### Examination of salt intake and its sources

Understanding the population's salt intake level, major sources of salt in the local diet, and levels of salt content in common foods is critical to designing targeted interventions and giving key decision-makers the evidence they need to take action.

#### Monitoring and evaluation

While implementing salt reduction interventions, tracking changes in both the salt content in foods and salt intake in the population helps monitor and evaluate progress and advocate for continued investment where needed.

<sup>1</sup> Global Burden of Disease (GBD) Results Tool. Institute for Health Metrics and Evaluation. <http://ghdx.healthdata.org/gbd-results-tool>

<sup>2</sup> World Health Organization. (2016). The SHAKE technical package for salt reduction. World Health Organization. <https://apps.who.int/iris/handle/10665/250135>



## Effective, scalable interventions

In the supermarket, at home and in the public sphere

- **Salt targets for packaged foods**, specific limits to each category and lowered over time allow industry to reduce salt content gradually.
- **Front-of-package warning labels** indicate which packaged foods are high in salt or other unhealthy nutrients, making it easy for consumers to make healthier choices.
- **Restrictions on marketing to children** help prevent unhealthy food preferences and behaviors that compromise children’s life-long health.
- **Fiscal policies like junk food taxes or taxes on products high in sodium, sugar, or saturated fats** can also be paired with subsidies for healthy foods.
- **Healthy public food procurement and service policies** set nutrition standards for food served or sold in public settings such as schools and hospitals, where millions of meals are consumed each day.
- **Low-sodium salt substitutes** can be made more available and affordable to consumers.
- **Mass media campaigns** can increase consumer awareness of the dangers of salt consumption and build public support for policies to address the population’s high salt intake.



## Policy, advocacy and communications

An advocacy plan is key to protecting populations from the dangers of excessive salt intake. Advocacy goals may include gaining general support for salt reduction from the government (including commitments to reduce salt intake in the jurisdiction and prioritize salt reduction within the government agenda). Advocacy may also aim to persuade government officials to support and promote specific policies leading to a reduction in salt intake (e.g., adopting salt targets for packaged food or front-of-package labeling).



**Take action to reduce salt intake and save lives.**

For more information, scan the QR code or click to visit:

[\*\*Resolve to Save Lives Sodium Reduction Framework\*\*](#)

